

Message Text

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TO AMEMBASSY CANBERRA

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SUBJECT: FY 1978, COUNTRY COMMERCIAL PROGRAM -- AUSTRALIA

REF: (A) CANBERRA 3028; (B) STATE 292385

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO THE PRELIMINARY FY 1978 C.C.P. INPUTS SUBMITTED VIA REFTEL (A) IN RESPONSE TO STATE 054879. THEY ARE PROVIDED AS GUIDANCE TO ASSIST THE POST IN FORMULATING ITS DRAFT CONTRIBUTION TO THE FY 1978 PROGRAM.

2. FY 78 EVENT SCHEDULE RECENTLY TRANSMITTED TO THE POSTS FOR FINAL APPROVAL (STATE CABLE 287467) SHOULD PROVIDE IMPETUS TO MISSION'S PRELIMINARY INPUT FOR FY 78 C.C.P.

3. COMPUTERS AND PERIPHERAL EQUIPMENT. WITH THE RECENTLY-HELD COMPUTERS SHOW BEING THE MOST SUCCESSFUL TC EVENT TO DATE, IT IS HIGHLY DESIRABLE TO CONTINUE TO PROMOTE U.S.

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GOODS AND SERVICES IN THIS INDUSTRY. WE HAVE PLANNED TO

PROMOTE THIS INDUSTRY SECTOR AGAIN IN JUNE 1978 AT THE U.S.T.C.

4. COMMUNICATIONS EQUIPMENT HAS ALSO MERITED A REPEAT PERFORMANCE AT THE U.S.T.C. IN NOVEMBER 1977. THOSE

PRODUCTS WHICH WERE NOT FEATURED, BUT IDENTIFIED IN THE PRODUCT ANALYSIS OF THE FINAL REPORT AIRGRAM OF THE RECENTLY-HELD EVENT WILL BE PROMOTED.

5. POLLUTION CONTROL EQUIPMENT. ALTHOUGH CLEAN AIR AND WATER ARE OF MAJOR IMPORTANCE TO EVERY MANUFACTURER WHO IS INTERESTED IN PRESERVING OR RESTORING AUSTRALIA'S ENVIRONMENT, AND TO EVERY GOVERNMENT BODY CHARGED WITH SEEING THAT IT IS DONE, POLLUTION CONTROL EQUIPMENT CANNOT BE PROMOTED SUCCESSFULLY IN A TRADE CENTER EXHIBITION UNLESS AND UNTIL GOA DEVELOPS A TRACK RECORD OF ENFORCING USE OF POLLUTION CONTROL DEVICES. THIS INDUSTRY BEARS WATCHING; THERE IS NO QUESTION ABOUT THAT. HOWEVER, WCAG QUESTIONS WHETHER MISSIONMISSION'S EFFORTS SHOULD BE AT CAMPAIGN LEVEL. PERHAPS A NON-CAMPAIGN INITIATIVE WOULD BE SUFFICIENT.

6. PROCESS CONTROL INSTRUMENTATION CAMPAGCAMPAGN WILL BE SUPPORTED BY DECEMBER 1977 EVENT.

7. FOOD PROCESSING AND PACKAGING EQUIPMENT. COUNTRY MARKETING MANAGER AGRESS WITH VIGOROUS PROMOTION OF AMERICAN PRODUCTS AND WILL REINSTATE PROMOTIONAL EVENTS IF AND WHEN A NON-COMPETITIVE TIME FRAME DEVELOPS.

8. HEALTH CARE EQUIPMENT. IN JULY 1978 WE ARE PROMOTING OPHTHALMOLOGY, DENTISTRY, AND OPTOMETRY WHICH SUPPOR HIS CAMPAIGN.

9. NON-CAMPAIGN INITIATIVES (NCI) 1, 3 AND 4 ARE QUITE ACCEPTABLE. HOWEVER, IT SEEMS THAT NCI NO.2MIGHT BE MORE PRODUCTIVE IF ACTION POSTS CONCENTRATEON PROJECTS IMPLEMENTED BY FEDERAL OR STATE GOVERNMENTAUTHORITIES WHERE BIDS ARE SUBJECT TO INTERNATIONAL COMPETITION IN UNCLASSIFIED

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ADDITION TO MONITORING MINERAL AND ENERGY SOURCE PROJECTS. THIS APPROACH MIGHT AFFORD OPPORTUNITY FOR U.S. ENGINEERING AND CONSTRUCTION FIRMS NOT NOW OPERATING IN AUSTRALIA TO BREAK INTO THE MARKET.

SUMMARY: WE WELCOME POST RE-ADJUSTING OR ALTERING SOME/ALL CAMPAIGNS TO TAKE FULLER ADVANTAGE OF (1) EVENTS NOW SCHEDULED FOR FY 1978 AND (2) RECENT CHANGES IN AUSTRALIAN

ECONOMY WHICH MAY WARRANT A COMPLETE OR PARTIAL OVERHAUL
OF THE FY 78 PRELIMINARY INPUT OF LAST YEAR. PLEASE BEAR
IN MIND THAT EACH CAMPAIGN NEED NOT NECESSARILY INCLUDE
A TRADE PROMOTION EVENT. IN ORDER TO PURSUE A VERY
PROMISING COMMERCIAL OPPORTUNITY NOT COVERED BY A

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PROMOTIONAL EVENT, IT IS FREQUENTLY DESIRABLE TO USE
REMAINING AVAILABLE RESOURCES TO ORGANIZE A CAMPAIGN TO
CARRY IT OUT. WE REMAIN FLEXIBLE AND DEVOTED TO THE
OBJECTIVES SET FORTH IN THE COUNTRY COMMERCIAL PROGRAMS. ROBINSON

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